

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () DCCC/OCEGUERA
 Product DCCC/OCEGUERA
 Estimate# 1817
 Buyer Maury Gilroy
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 136/142/1817
 Flight Dates 09/19/2012 - 09/25/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F,M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$325.00	09/19-09/25	2	1	2	\$650.00	
	2	W-F,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$650.00	09/19-09/25	2	1	2	\$1,300.00	
	3	W-F,M-TU	7A-9A	TODAY SHOW	:30	\$850.00	09/19-09/25	2	1	2	\$1,700.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	5	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
	6	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	09/23-09/23	1	1	1	\$325.00	
	7	SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	09/23-09/23	1	1	1	\$625.00	
	9	W-F,M-TU	9A-10A	TODAY SHOW II	:30	\$350.00	09/19-09/25	2	1	2	\$700.00	
	10	W-F,M-TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/19-09/25	2	1	2	\$850.00	
	11	W-F,M-TU	2P-3P	THE DOCTORS	:30	\$175.00	09/19-09/25	2	1	2	\$350.00	
	12	W-F,M-TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	09/19-09/25	1	1	1	\$600.00	
	13	W-F,M-TU	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/19-09/25	1	1	1	\$700.00	
	14	W-F,M-TU	5P-630P	EARLY NEWS	:30	\$1,000.00	09/19-09/25	4	1	4	\$4,000.00	
	15	SA	9P-930P	KSNV EARLY NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	W-F,M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/19-09/25	2	1	2	\$2,200.00	
	21	W-F,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	09/19-09/25	2	1	2	\$850.00	
	22	W-F,M-TU	7P-730P	WHEEL	:30	\$1,000.00	09/19-09/25	2	1	2	\$2,000.00	
	23	W-F,M-TU	630P-7P	JEP	:30	\$1,000.00	09/19-09/25	2	1	2	\$2,000.00	
	24	W-F,M-TU	135A-205A	CARSON	:30	\$40.00	09/19-09/25	1	1	1	\$40.00	
	25	W-F,M-TU	730P-8P	FACE	:30	\$400.00	09/19-09/25	2	1	2	\$800.00	

---REPORT TOTALS---
 Report Totals: 34 / \$21,015.00

---SALES MONTHLY TOTALS---

Sep 12: 34 / \$21,015.00
 Sales Totals: 34 / \$21,015.00
 Station Totals: 34 / \$21,015.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$95,523	CATV 0%	KBLR 0%	KINC 0%	KLAS 25%	KSNV 22%
		KTNV 25%	KTUD 1%	KVCW 0%	KVMY 2%	KVVU 25%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST. SHARES

Rep Order# 6853839 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 106763 Printed: 09/19/2012 9:10 AM 3 of 3
EC'd Yes Last Received: 09/18/2012 2:08 PM
Showing Buylines: All Lines

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Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE